

# CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 576496 /		<u>Alt Order #</u> 09822687
<u>Product</u> OBAMA FOR AMERICA-A		
<u>Contract Dates</u> 09/20/12 - 09/26/12		<u>Estimate #</u> 1811
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 09/20/12 / 09/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	09/20/12	09/26/12	M-F 430-5a	430-5a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				2	\$100.00			
N 2	6	09/20/12	09/26/12	M-F 5a-530a	5a-530a		:30			NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$335.00			
N 3	6	09/20/12	09/26/12	M-F 530a-6a	530a-6a		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$415.00			
N 4	6	09/20/12	09/26/12	M-F 6a-7a	6a-7a		:30			NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$585.00			
N 5	6	09/20/12	09/26/12	M-F 6a-7a	6a-7a		:30			NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,050.00			
N 6	6	09/20/12	09/26/12	M-F 7a-8a	7a-8a		:30			NM	1	\$635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$635.00			
N 7	6	09/20/12	09/26/12	M-F 7a-8a	7a-8a		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,100.00			
N 8	6	09/20/12	09/26/12	M-F 8a-9a	8a-9a		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$565.00			
N 9	6	09/20/12	09/26/12	M-F 8a-9a	8a-9a		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				2	\$900.00			
N 10	6	09/20/12	09/26/12	M-F 9a-10a	9a-10a		:30			NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$335.00			
N 11	6	09/20/12	09/26/12	M-F 9a-10a	9a-10a		:30			NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				2	\$335.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
576496 /	09822687

Contract Dates	Product	Estimate #
09/20/12 - 09/26/12	OBAMA FOR AMERICA	1811

Advertiser	Original Date / Revision
Obama/D/President	09/20/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
N 12	6	09/22/12	09/22/12	Sa 7a-8a	7a-8a		:30			NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/17/12	09/23/12	-----S-				1	\$300.00			
N 13	6	09/23/12	09/23/12	Su 7a-8a	7a-8a		:30			NM	1	\$325.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/17/12	09/23/12	-----S				1	\$325.00			
N 14	6	09/23/12	09/23/12	FOX News Sunday	9a-10a		:30			NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/17/12	09/23/12	-----S				1	\$300.00			
N 15	6	09/23/12	09/23/12	Su 10a-11a	10a-11a		:30			NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/17/12	09/23/12	-----S				1	\$150.00			
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
	1	6	09/17/12-09/23/12	Su 10a-11a	10a-11a	-----Su	:30		<del>\$150.00</del>	NM		
See MG 15.2												
	2	6	09/23/12-09/23/12	Su 630-7a	630-7a	-----Su	:30		\$150.00	NM		
Ⓜ MG for 15.1 09/23												
N 16	6	09/20/12	09/26/12	M-F 10-11a	10-11a		:30			NM	4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/20/12	09/26/12	MTWTF--				4	\$200.00			
N 17	6	09/20/12	09/26/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	3	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/20/12	09/26/12	MTWTF--				3	\$300.00			
N 18	6	09/20/12	09/26/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	2	\$630.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/20/12	09/26/12	MTWTF--				2	\$315.00			
N 19	6	09/20/12	09/26/12	M-F 1p-2p	1p-2p		:30			NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/20/12	09/26/12	MTWTF--				2	\$200.00			
N 20	6	09/20/12	09/26/12	M-F 330p-4p	330p-4p		:30			NM	2	\$340.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/20/12	09/26/12	MTWTF--				2	\$170.00			
N 21	6	09/20/12	09/26/12	M-F 4p-430p	4p-430p		:30			NM	2	\$630.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/20/12	09/26/12	MTWTF--				2	\$315.00			
N 22	6	09/20/12	09/26/12	M-F 430p-5p	430p-5p		:30			NM	2	\$770.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/20/12	09/26/12	MTWTF--				2	\$385.00			
N 23	6	09/20/12	09/26/12	M-F 5p-530p	5p-530p		:30			NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/20/12	09/26/12	MTWTF--				2	\$500.00			
N 24	6	09/20/12	09/26/12	M-F 530p-6p	530p-6p		:30			NM	2	\$970.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/20/12	09/26/12	MTWTF--				2	\$485.00			
N 25	6	09/20/12	09/26/12	M-F 6p-630p	6p-630p		:30			NM	2	\$1,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/20/12	09/26/12	MTWTF--				2	\$550.00			
N 26	6	09/22/12	09/22/12	Sa 6p News	6-630p		:30			NM	1	\$435.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/17/12	09/23/12	-----S-				1	\$435.00			

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<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 09/20/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 27	6	09/20/12	09/26/12	M-F 9-930p	9p-930p		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,400.00			
N 28	6	09/20/12	09/26/12	M-F 930-10p	930p-10p		:30			NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,350.00			
N 29	6	09/20/12	09/26/12	M-F 10p-1035p	10p-1035p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				2	\$1,200.00			
N 30	6	09/23/12	09/23/12	Su 930p-10p	930p-10p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,500.00			
N 31	6	09/23/12	09/23/12	Fox 6 Blitz	1035p-1105p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$800.00			
N 32	6	09/20/12	09/26/12	M-F 1035p-1105p	1035p-1105p		:30			NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				2	\$435.00			
N 33	6	09/20/12	09/26/12	M-F 1105p-1135p	1105p-1135p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$350.00			
N 34	6	09/26/12	09/26/12	X Factor Wednesday	7p-9p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$3,500.00			
N 36	6	09/22/12	09/22/12	College Football on	various		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$1,800.00			
N 40	6	09/23/12	09/23/12	Su 8a-9a	8a-9a		:30			NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$335.00			
N 41	6	09/20/12	09/26/12	M-F 5p-530p	5p-530p		:30			NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				2	\$825.00			
N 42	6	09/20/12	09/26/12	M-F 530p-6p	530p-6p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$800.00			
N 43	6	09/20/12	09/26/12	M-F 6p-630p	6p-630p		:30			NM	2	\$1,730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				2	\$865.00			
N 44	6	09/22/12	09/22/12	Brewers Baseball on	1130a-CC		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				2	\$700.00			
N 45	6	09/23/12	09/23/12	FOX Sports Special	330-5p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				2	\$700.00			
N 46	6	09/20/12	09/26/12	M-F 530a-6a	530a-6a		:30			NM	1	\$735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$735.00			
N 47	6	09/25/12	09/25/12	FOX Prime Tuesday 7-	7p-8p		:30			NM	1	\$2,000.00

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576496 /	09822687

Contract Dates	Product	Estimate #
09/20/12 - 09/26/12	OBAMA FOR AMERICA	1811

Advertiser	Original Date / Revision
Obama/D/President	09/20/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12   09/30/12   -T-----   1   \$2,000.00												
N 48 6		09/20/12	09/26/12	M-F 1135p-1205a	1135p-1205a		:30			NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/20/12   09/26/12   MTWTF--   1   \$350.00												
<b>Totals</b>											<b>66</b>	<b>\$41,110.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/26/12	66	\$41,110.00	\$34,943.50
<b>Totals</b>	<b>66</b>	<b>\$41,110.00</b>	<b>\$34,943.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



**FEDERAL CANDIDATE**



**STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:**

I, Daniel Jester,

being/on behalf of: Barack Obama, a legally

qualified candidate of the Democratic political

party for the office of: President of the United States

in the Primary & General

election to be held on: Various dates

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

**Total Charges:**

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, James A. Messina  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

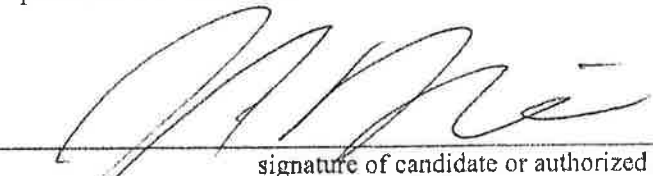
☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

x   
signature of candidate or authorized committee

James A. Messina  
printed name

1/18/2012  
date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy  
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**



1/18/2012  
Date

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



Check Date: 09/19/2012		Vendor: 0001013486 WITI-TV		Check No. 112462	
Project Name: Obama for America 2012 Media			Flight Dates: 9/20/2012 thru 9/26/2012		
Invoice Number	Invoice Date	Voucher ID	Gross Amount	Discount Taken	Paid Amount
0019248109200926	09/19/2012	00192481	89,088.50	0.00	89,088.50
Totals			\$89,088.50	\$0.00	\$89,088.50



Washington Harbour  
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112462

Date 09/19/2012

Pay Amount \$89,088.50\*\*\*

Pay \*\*\*\*EIGHTY-NINE THOUSAND EIGHTY-EIGHT AND 50 / 100 DOLLAR\*\*\*\*

To The  
Order Of

WITI-TV  
9001 North Green Bay Road  
Milwaukee, WI 53209



*William H. Scott*  
*Rachana V. Olson*  
Authorized Signature